
B104

October 7, 1986.

Mr. Tom Hayes
Music Motions, Inc.
6 West 37th Street
New York, N.Y. 10018

Dear Tom:

Wow! What a promotion! Our response to the Cyndi Lauper Hawaii Trip giveaway was truly incredible. Our contest lines were hotter than ever!

I want to thank you and Music Motions for the opportunity of presenting this sensational promotion to the Baltimore market. We aired a total of 165 live promotional announcements between September 29, 1986 and October 3, 1986. The promos are valued at \$12,375.00. The promo spots were aired in all dayparts rotated equally including both AM and PM drivetimes!

I have enclosed a cassette aircheck that includes a sample of an on-air giveaway promo and the actual grand prize winner and his reactions!

Many thanks again for this unique opportunity and your efficient follow through. I hope you will think of B-104 again for future promotional opportunities.

Promotionally yours,


John Pavlos
Promotion Director

JP/pc

Enclosure

